

KETCHUM URBAN RENEWAL BOARD MEETING CALENDAR

Monday, November 18, 2013, beginning at 4:30 p.m.

480 East Avenue, North, Ketchum, Idaho

1. CALL TO ORDER
2. COMMUNICATIONS FROM THE BOARD OF COMMISSIONERS.
3. COMMUNICATIONS FROM THE PUBLIC.
4. COMMUNICATIONS FROM STAFF.
 - a) Request for Qualifications for Strategic Communications and Consultation Services - Lisa Enourato, Assistant to the Executive Director.
 - b) Consideration of a request by the Ore Wagon Exhibit Sub-Committee for \$2,900 to refresh the interpretive signage at the Ore Wagon Museum - Gary Marks, Executive Director.
5. CONSENT CALENDAR.
 - a) Approval of minutes from the October 21, 2013 URA Board meeting.
 - b) Recommendation to approve current bills.
6. EXECUTIVE SESSION to discuss personnel, litigation and land acquisition pursuant to Idaho Code §§67-2345 1(a) (b), (c) and (f).
7. ADJOURNMENT.

Any person needing special accommodations to participate in the above noticed meeting should contact the Ketchum Urban Renewal Agency three days prior to the meeting at (208) 726-3841.

This agenda is subject to revisions and additions. NOTE: Revised portions of the agenda are underlined in bold. Public information on agenda items is available in the Clerk's Office located at 480 East Ave. N in Ketchum or (208) 726-3841.

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Ketchum Urban Renewal Agency

P.O. Box 2315 Ketchum, Idaho 83340 (208) 726-3841 Fax: (208) 726-8234

November 12, 2013

Chair and Board Members
Ketchum Urban Renewal Agency (KURA)
Ketchum, Idaho

Chairman Eshman and URA Board Members:

Request for Qualifications Strategic Communications and Consultation Services

Introduction/History

The KURA has expressed an interest in pursuing communications services on an as-needed basis for a variety of project work and to deliver timely information to stakeholders and the public.

Current Report

Staff prepared a Request for Qualifications for a "Flexible Services Contract" for services to be provided on an as-needed basis (Attachment 1). The RFQ includes a schedule with a tentative date for approval of a contract at the regular meeting of the KURA on January 21, 2014. The need for communications services has been intermittent. Staff recommends contracting with a firm or individual current on urban renewal in general and on KURA issues and their potential impacts to the community. The Commission may consider more "visioning workshops" in the future; a communications service could assist in ways to advertise and notify the public for better attendance.

Financial Requirement/Impact

An anticipated not-to-exceed value of \$5,000 was established. There are no immediate costs as these services will be used on an as-needed basis with projects authorized and assigned by the Commission and/or staff.

Recommendation

Staff respectfully recommends the Ketchum Urban Renewal Agency approve the issuance of the Request for Qualifications for Strategic Communications and Consultation Services.

Suggested Motion

There is no motion at this time.

Sincerely,

Lisa Enourato
Assistant to Executive Director

Attachment 1: Request for Qualifications for Strategic Communications and
Consultation Services

**KETCHUM URBAN RENEWAL AGENCY
STRATEGIC COMMUNICATIONS & CONSULTATION SERVICES
REQUEST FOR QUALIFICATIONS**

INTRODUCTION

The Ketchum Urban Renewal Agency (“KURA or “Commission”), the urban renewal agency for the City of Ketchum, Idaho, is seeking sealed Proposals from qualified and experienced firms or individuals for the provision of Strategic Communications & Consultation Services on an as-needed basis through a “Flexible Services Contract”. The KURA contract is anticipated to start on or about January 1, 2014. The value is anticipated to not exceed \$5,000 for a one-year period. Specific project work will be assigned, amended and/or deleted under the established contract by the KURA and/or designated staff. The Commission, at their sole discretion and with the concurrence of the contractor, may amend the KURA contract as deemed necessary and in the best interest of the Commission. Rate schedules provided by the Contractor shall be used for all work resulting under this contract and are binding unless otherwise amended or approved by the Commission. The Commission, at its discretion, may amend, extend or terminate any or all contracts to reflect the change in projected needs. The Commission makes no guarantees of work under the KURA “Flexible Services Contract” arrangement.

BACKGROUND

The Ketchum Urban Renewal Agency was formed in 2006 by the city government to focus on downtown revitalization, community housing, public and private investments and facilitating growth and the diversification of businesses. Like other urban renewal agencies around the country, the KURA is an independent organization with its own budget, by-laws and Board of Commissioners.

Since 2006, the KURA’s emphasis has been on the installation of public improvements so as to encourage private investment and development. KURA’s role varies from project to project, but can include planning, advocating, facilitating, partnering, managing facilities, developing and investing.

The mission of the Ketchum Urban Renewal Agency is straightforward: to implement the projects identified in the Ketchum Urban Renewal Plan, which is developed and adopted by the Ketchum City Council. All urban renewal agencies in Idaho (and many throughout the country) have missions similar to the KURA, thus ensuring that their work is coordinated with the planning priorities developed by their local governments.

The program outlined in the Ketchum Urban Renewal Plan emphasizes public improvements and facilities that may enable:

- affordable workforce housing.
- improvements to streets, sidewalks and other public infrastructure.
- a town plaza.
- assembly of land into parcels suitable for development.
- an improved environment for economic development and public/private partnerships.
- elimination of unsanitary and unsafe conditions.
- parking lots/structures.
- other improvements that would strengthen the tax base and encourage private development.

SCOPE OF WORK

Over the last several years, the KURA has made significant efforts to communicate with stakeholders and the community on a variety of projects and opportunities involving construction projects, property improvement, land acquisition, community housing, financial information, general education about urban renewal and other similar efforts. The KURA is committed to full transparency to the public. To meet the KURA needs and activities, the Commission desires to designate a qualified firm/individual to provide a broad range of professional Strategic Communications and Consultation Services in support of, and in close coordination with, KURA staff. These services will be provided on an as-needed basis through a KURA "Flexible Services Contract". KURA projects will be authorized and assigned by the Commission and/or staff.

The range of services which selected contractors may be asked to provide may include, but not be limited to, the following:

- Provide strategic communications consulting to the KURA regarding the agency's public education efforts to support KURA TIF eligible projects and programs.
- Provide strategic consulting on communicating KURA's messages and priorities to KURA partners, customers, clients, stakeholders and the Ketchum community about KURA's TIF eligible projects and programs.
- Provide press releases and editorial opinions on an as-needed basis about KURA activities.
- Provide public opinion surveys, research and analysis concerning KURA TIF-eligible projects, programs and initiatives in the urban renewal areas.

Prior to assignment of KURA projects, contractors may be asked to provide a detailed estimate of cost for requested services to include labor hours and reimbursables. All KURA work must be pre-authorized by the appropriate Commission's designated representative. KURA is not responsible for payment of any work performed that was not pre-authorized by the Commission.

KURA may request project quotes for Strategic Communications and Consultation Services in a "Not-to-Exceed" amount. Number of hours and contract rate used to determine the not-to-exceed amount must also be included in the quote.

SUBMITTAL REQUIREMENTS:

Proposals submitted in response to this RFQ will be evaluated in accordance with the following Submittal Requirements and Evaluation Criteria. Please organize your Proposal corresponding to the order of the sections below. Responses should be of sufficient length and detail to demonstrate the proposer has a thorough understanding of the skill sets that may be requested by the KURA as described in Scope of Services.

1. Cover Letter

Provide a cover letter clearly indicating the firm/individual is interested in providing Strategic Communications and Consultation Services on an as-needed basis to the KURA. The cover letter must be dated and signed by the person authorized to sign any contract that may result from this RFQ. Include the mailing address, phone and fax numbers and email address of the individual signing the cover letter, as well as contact information indicating your firm's primary staff contact for this RFQ, if different.

2. Management and Organization

Firms/individuals must provide a detailed history of their company and its experience providing Strategic Communications and Consultation Services covered by the submittal. If a firm/individual intends to have services provided by other contractors or consultants, it will be mandatory for the firm submitting the proposal to act as the prime contractor for all service delivery as specified in this RFQ. Firms/individuals must include the following information:

- Total number of years in business, years supplying this type of service, general scope of services provided and number of employees and principal areas of expertise.
- A narrative description and organizational chart depicting the management of the firm's/individual's organization and its relationship to any larger business entity.
- **Description of similar work performed involving public-private partnerships, diverse stake holders and extensive public processes and participation.**
- Detail the firm's/individual's ability to respond to critical time and complex scope requirements on short notice; including ability to perform on-site work within the City of Ketchum with limited advance notice. Projects will be assigned on an as-needed basis. The selected consultant must demonstrate an ability to respond with appropriate staff when the KURA requirements are identified and related to the service provider.

3. Personnel Qualifications/Previous Projects Managed

Briefly describe relevant experience in the area of Strategic Communications and Consultation Services:

- Provide a list of the firm's/individual's key personnel to be used under the proposed contract. Provide a professional resume for the key personnel to be assigned to the contract and their relevant related experience. Note the level of expertise of those principal(s), project manager(s) and/or technical staff who will be working on specific categories identified. Identify any current accreditations, licenses and/or training certificates related to services proposed.
- Provide a list of a maximum of eight (8) projects indicating work experience (public and private) that directly relate to the specific categories of services offered by the firm/individual.
- Provide a list of at least three (3) current references for most relevant completed contracts that directly relate to the scope of services to be offered by the firm/individual. Include reference company name, address, contact name and title, phone number, email address and description of the service provided. No more than one (1) of the contacts may be a Commissioner of the KURA.

4. Proposed Fee Structure

Provide a proposed fee structure for services provided. Include the contract hourly rate of key personnel and support staff, and any reimbursable and other expenses anticipated to be charged to this contract. A range of rates is not acceptable. Rates must be listed specific to either a staff name and/or title.

The submitted contract fee structure will be compared to the fee schedules proposed by other firms and to information available regarding the current market.

PROPOSAL SCHEDULE AND SUBMITTAL INFORMATION

Request for Proposal Issued	November 19, 2013
Deadline for Proposer Questions and Requests	December 6, 2013
Proposal Due Date and Time	December 13, 2013 no later than 5:00 pm MST
Evaluation Period, Ending (tentative)	January 3, 2014
KURA Award of Contract	January 21, 2014
Anticipated Contract Execution Date (tentative)	January 22, 2014

The KURA reserves the right to modify the schedule as circumstances may warrant.

Preparation and submission:

Proposers shall submit **ONE (1) ORIGINAL proposal, five (5) copies of the same pages and one (1) electronic copy in Adobe Acrobat.** All must be received by the KURA no later than the “Proposal Due Date and Time” at submittal address below. Proposals must be submitted in a sealed package or envelope. To ensure proper identification and handling, all such package(s) or envelope(s) must be marked with “KURA Strategic Communications and Consultation Services” and with the proposer’s company name and address.

Proposals must be typewritten on 8.5” x 11” white paper and in no less than 10-point typeface. No oral, email or facsimile proposals will be accepted.

Proposals should address the submittal requirements of this RFQ in a clear, concise and direct manner. Unnecessarily elaborate or lengthy proposals are not desired.

Unless specifically required in this RFQ, KURA discourages the submission of elaborate artwork, corporate brochures, lengthy narratives, expensive paper and other extraneous presentation materials. Do not use ring binders, section dividers, plastic spines, metal/wire spines or any other materials which cannot be easily recycled.

Submittal address:

Lisa Enourato
Assistant to Executive Director
Ketchum Urban Renewal Agency
P.O. Box 2315
Ketchum, ID 83340
Lenourato@ketchumidaho.org

Service Provider Communications with the City of Ketchum:

Any questions regarding the submittal process and/or the technical aspects of the project may be made via email to Lisa Enourato at Lenourato@ketchumidaho.org. Questions and responses will be shared with all firms/individuals that provide an email address. The KURA’s RFQ for Strategic Communications and Consultation Services is available for review on the KURA’s website at www.ketchumura.org.

REVIEW PROCESS

A team of reviewers will rate the proposals. The review team will make a recommendation to the Ketchum Urban Renewal Agency.

EVALUATION CRITERIA:

Proposals will be ranked based upon the content and completeness of the submittal documents and on the merits of the written qualifications and experience of the firm or individual.

The KURA reaffirms its right to make any selection it deems prudent, and responding firms or individual participants acknowledge through their participation that such selection is not subject to protest or contest.

The successful firm or individual selected will perform a variety of duties as agreed upon in the final negotiated Scope of Work. The selected vendor and the KURA will finalize the contract terms and conditions. If the KURA and the selected vendor are unable to agree on terms and conditions at this point, the KURA may exercise its right to negotiate with other vendors.

TERMS AND CONDITIONS

1. All facts and opinions stated within this RFQ and in all supporting documents and data are based on available information from a variety of sources. Additional information may be made available via written addenda throughout the process. No representation or warranty is made with respect thereto.
2. Respondents to this RFQ shall be responsible for the accuracy of the information they provide to the KURA.
3. The KURA reserves the right to reject any and all submittals, to waive minor irregularities in any submittal, to issue additional RFQs and to either substantially modify or terminate the project at any time prior to final execution of a contract.
4. The KURA shall not be responsible for any costs incurred by the respondent(s) in preparing, submitting or presenting its response to the RFQ or to the interview process.
5. Nothing contained herein shall require the KURA to enter into exclusive negotiations and the KURA reserves the right to amend, alter and revise its own criteria in the selection of a respondent without notice.
6. The KURA reserves the right to request clarification of information submitted and to request additional information from any respondent.
7. The KURA will not accept any submittal after the time and date specified on the RFQ.
8. The qualifications of each member of the team are important criteria in the selection process. The selected team will not be allowed to substitute any members without prior approval by the KURA. The KURA, at its sole discretion, reserves the right to accept or reject proposed changes to the team. Team members may participate in multiple team submittals.
9. In the interest of a fair and equitable process, the KURA retains the sole responsibility to determine the timing, arrangement and method of proposal presentations throughout the selection process. Members of the team are cautioned not to undertake activities or actions to promote or advertise their qualifications or proposal except in the course of KURA sponsored presentations.
10. If negotiations are not completed with the top ranked team, negotiations may proceed with the next

most qualified team or teams.

11. Upon selection of a qualified team through the RFQ process, the KURA shall enter into a contract for services (based on an approved scope of services and budget) with the selected team on terms and conditions acceptable to the KURA. Until execution of a contract, the KURA reserves the right to cease negotiations and to start the RFQ process again.
12. All submittals will become the property of the KURA and will become public documents subject to public disclosure with limited exceptions, under the Idaho Public Records Act.
13. The firm/individual shall hold the Ketchum Urban Renewal Agency, its officers, agents, servants and employees, harmless from liability of any nature or kind on account of use of copyrighted or uncopyrighted composition, secret process, patented or unpatented invention, article or appliance furnished or used under the quotation.
14. The Ketchum Urban Renewal Agency encourages submittals from firms/individuals that demonstrate a commitment to equal employment opportunity. Minority and women owned businesses are encouraged to apply. The successful agencies, individuals or firms shall comply in all aspects with the Equal Opportunity Act. Each agency or firm with more than fifteen (15) or more employees shall be required to have an Affirmative Action Plan which declares that the contractor does not discriminate on the basis of race, color, religion, sex, national origin or age, and which specifies goals and target dates to assure the implementation of equal employment. Each contractor with fewer than fifteen employees shall be required to have a written equal opportunity policy statement declaring that it does not discriminate on the basis of race, color, religion, sex, national origin or age. Findings of non-compliance with applicable State and Federal equal opportunity laws and regulations could be sufficient reason for revocation or cancellation of this contract.

Ketchum Urban Renewal Agency

P.O. Box 2315 Ketchum, Idaho 83340 (208) 726-3841 Fax: (208) 726-8234

November 13, 2013

Chair and Board Members
Ketchum Urban Renewal Agency (KURA)
Ketchum, Idaho

Chairman Eshman and URA Board Members:

Request for funding from the Ore Wagon Museum Interpretive Signage

Attachment A: Interpretive Signage Grant Application

Introduction/History

A subcommittee of the Historical Society has been pursuing grant opportunities to improve Interpretive Signage at the Ore Wagon Museum. The most recent grant application (Attachment A) was not awarded.

Current Report

The Subcommittee is requesting \$2,900 from KURA funds to assist in the refreshing of the Ore Wagon Museum interpretive signage. Representatives of the Subcommittee will attend the meeting to describe the proposal, including pictures of existing signage and a description of the improvements proposed. The property is owned by the City of Ketchum, and is included in the KURA Revenue Allocation Area.

A review of the 2010 Ketchum Urban Renewal Plan shows the following Plan Goals that relate to this project:

- a. The elimination of environmental deficiencies in the Revenue Allocation Area, including, among others, obsolete and aged building types, substandard streets or rights-of-way, and inadequate and deteriorated public improvements and facilities;

- f. To provide improvements to the streets, rights-of-way and other public infrastructures;

The section of the 2010 Plan titled, "Development by the Agency" includes the following:

In addition to the public improvements authorized under Idaho Code Section 50-2007, the Agency is authorized to install and construct, or to cause to be installed and constructed, within the Revenue Allocation Area for itself or for any public body

or entity, or to purchase, or to pay for, public improvements and public facilities, including, but not limited to, the following: (1) affordable workforce housing; (2) parking facilities and structures; (3) a central town plaza; (4) landscaped areas; (5) street improvements; (6) sanitary sewers; (7) flood control facilities and storm drains; (8) water mains; (9) utilities; (10) pedestrian paths and malls; (11) signals and signage; (12) sidewalks; (13) alleys; (14) public transit conveyances and facilities; (15) geothermal; (16) wi-fi and other communications infrastructure; (17) bicycle facilities; (18) public art; (19) street maintenance equipment; (20) snow removal equipment; and (21) restoration and preservation of historical artifacts and properties.

Financial Requirement/Impact

Executive Director Gary Marks has stated that the KURA has \$145,000 in the KURA General Fund for unspecified capital improvements. This project could be funded from that budget line item.

Recommendation

Staff recommends that the KURA allocate \$2,900 from the KURA General Fund to assist in the refreshing of the Ore Wagon Museum interpretive signage.

Recommended Motion:

"I move to allocate \$2,900 from the KURA General Fund to assist in the refreshing of the Ore Wagon Museum interpretive signage."

Sincerely,

Lisa Horowitz
Community and Economic Development Director

Ketchum Ore Wagon Museum Exhibit Restoration and Enhancement

Mini and Major Grant Process

Grant #: 2013059

City of Ketchum

Mr. Randy Hall
Box 2315
Ketchum, Idaho 83340

O: 208/726-3841

Ms. Norma E. Douglas

Box 1567
Sun Valley, Idaho 83353

ndouglas22@cox.net
O: 208/726-5253

Application Form

Report Fields

Project Title*

Please enter a title for your Project below:

Ketchum Ore Wagon Museum Exhibit Restoration and Enhancement

Project Abstract*

Please provide a brief abstract of your proposed project.

The City of Ketchum received a grant from the Idaho Humanities Council in 1985 for an interpretive display at the Ketchum Ore Wagon Museum. Located in an outdoor, covered area that is an integral part of the museum building, it includes historical photographs, charts, posters and other material relating to the history of the Wood River Valley and to the ore wagons themselves. The restored wagons are visible through large windows on the left side of the display, with the historic display material on the right side as the viewer passes through. This area is sheltered, but available to the public for viewing at all times, and is adjacent to a small city park that includes a pioneer's log cabin as well.

The museum tells the history of the Wood River Valley with descriptive panels that provide information on the role of the ore wagons and explanations of the photographs and other material exhibited here, providing readily accessible highlights of Ketchum's history.

Beginning with the Native American tribes that once lived in the Wood River Valley, progressing to the early fur trappers who settled in the area, it focuses on the mining years and the arrival of the railroad. The display concludes with the tapering off of mining, the beginning of the sheepherding era, and finally, the arrival of the ski industry that changed the economic base again. The actual Ore Wagons, a gift from the Lewis family that operated them during the mining boom, tower over the visitor.

While protected under archways and a roof, the display is, however, open 24/7 to the elements. When it was built, few options existed for protective materials and weather has taken its toll. We apply for funding to restore the existing display using 21st Century display materials, and to create promotional information to renew interest in the museum, including a single-panel brochure to be available at the Ketchum Visitors' Center and other sites, and material developed for presentation on their websites.

Amount Requested*

Amount Requested

\$2,906.00

Audience Type

Choose the target audience for this project from the drop-down list

All of the Above

Region of State

Choose the region of the state where the project activities will occur

Southeastern Idaho

Grant Number

Grant Number

2013059

Project Information

The Project Information, Scholars and Resource Personnel, and Publicity and Evaluation Sections (the next twelve question/answer boxes) constitutes the project narrative. While the boxes allow a maximum of characters as allowed by the online grant system, IHC encourages applicants to limit this entire narrative section to no more than eight printed pages. REMEMBER: The online grant management system does not have font selections and will not retain any special fonts, bold or italics that you copy and paste from a Word document. All copy is changed to the default font. We suggest CAPITALIZING words, titles of books, and other selections that need special emphasis. IMPORTANT REMINDER: SAVE AS DRAFT (Button at bottom of page) BEFORE EXITING THE SYSTEM. You may want to write the application in a Word document and copy and paste into this online form. It is easier to proof for spelling, etc. in Word.

Project Summary

Provide a brief summary of the project. Include a brief description of the project, intended audience, and the project format (film, lecture, book discussion, exhibit, etc.) Do not go into detail in answering this question. The questions below will allow you to provide additional detail of your project activities.

The renewed Ketchum Ore Wagon historic display will consist of seven panels attractively redesigned, written in an accessible and appealing manner, and produced using weather-resistant museum display components not originally available when the museum was first built.

The museum audience will continue to consist of year-round out-of-town visitors from Idaho and around the world, many school children, and local residents who are interested in Wood River Valley history.

Interest in the ore wagons peaks each year on the Labor Day weekend, when they are the heart of the Wagon Days Parade, a multi-faceted and widely promoted series of exciting events, which attracts many thousands of visitors to our town, the biggest event in the valley. The ore wagons themselves are removed from the museum, hitched to a trained mule string, and serve as the grand finale of a non-motorized Western parade. The ore wagons are also displayed outside the museum for visitors to examine, attracting enormous attention.

Our goal is to extend their fame throughout the year and draw even more visitors to the museum through this upgrade of the display and bolstered by the production of engaging promotional material.

Humanities Content

Explain the humanities content. How is this a humanities project and why is it important? Describe the central humanities disciplines of the project as well as the specific topics, issues, or texts you will explore (see list of humanities disciplines in guidelines). To receive IHC support, sponsors must demonstrate that the humanities are central to their project. Projects in which the humanities are merely tangential or secondary are not likely candidates for funding.

The panels of the display were conceived and thoroughly vetted by the Idaho Humanities Council at the time the museum was conceived and constructed in 1985.

At that time, extensive research was conducted at the Regional History Department of The Community Library in Ketchum, utilizing their extensive collection of historic photographs and other relevant materials, including taped interviews with local residents who grew up in Ketchum during the years covered in the

exhibit. Records of the Lewis Freight Company that operated the wagons were reviewed, as well as other period documents.

The focus of the display is life as it was lived throughout the history and economic development of our town, from Native American summer encampments; to early posters encouraging travel by train; to miners standing with their equipment outside the mine; from early Halloween displays in local stores; to ledgers carefully detailing line by line what was carried by the ore wagon to mining camps; to fields of sheep awaiting transport out of the valley; and finally, photos of movie stars posing on skis next to their instructors.

Idaho historian Arthur Hart provided the original oversight in the development of the display panels, with additional guidance from The Community Library's Regional History librarian. Additionally, introduced to us by the Idaho Humanities Council, an elderly gentleman who lived as a young man in a mining camp in the immediate area aided us by providing extensive vetting of the material, and in the creation of a panel that diagramed an actual underground mining structure.

The material, as developed at that time, will remain as the text of the panels. It is not our intention to recreate the carefully vetted wording or photographs you helped us develop for the panels. Rather, we intend to restore them, and to upgrade their appearance.

We would like to add one new sentence to the copy:

In the photograph of the miners standing outside the mine entrance, there are two handwritten words on the plate, "Nay Aug," the name of the mine. At the time, we attempted to find out what "Nay Aug" meant, with no success, despite a lot of effort. Many years after the museum was completed, an article in The New York Times discussed a tiger that had escaped from the Nay Aug Zoo in Scranton, Pennsylvania. A call to the zoo revealed that "Nay Aug" is a Lenni Lenape native American phrase meaning "Place of Noisy Waters." Scranton was a coal mining town and the name of the mine here in Idaho was a reminiscence of the hometown of the miners. We would like to add the origin of the mine's name to accompany the photograph, (although the tiger will not be part of the exhibit). No other changes are envisioned to the information or photographs in the exhibit panels.

Our goal remains, as it was in the first case, to use the actual physical ore wagons to draw viewers into the times when the wagons provided the basis of the economy of the mining town off Ketchum. The arrival of the wagons, concurrent with the development of the smelter and the railroad, changed the community's focus from early Native American life and fur trading to a vibrant hub for mining and transporting silver and lead ore.

While the wagons are a stunning display in their own right, we have used them to entice visitors to also look at the panels that explain and illustrate the lives and times of the people who lived in this area before galena ore was discovered, how that discovery changed life here, and what happened to the community and its economic life once the ore played out and the smelter closed. The engaging display is centered on extraordinary period photographs, clearly explained with easy-to-assimilate printed matter.

Appropriate for viewers of any age, and located in the heart of Ketchum, the Ore Wagon Museum display is a readily accessible and fascinating explanation of our town's history and how it evolved over the years. Showcasing the era that the museum illuminates, the wagons are truly a unique and valued survivor of that era.

Project Activities

Describe the project activities. How was the project conceived? What are the goals for the project? What will be the format for public activities? What is the timeline, including proposed dates of events? Also, explain why there is a need for this kind of project, and how it will meet the need.

The original Ore Wagon Museum display project was conceived and funded in 1985 by the Idaho Humanities Council. During the past year, three of us who worked on the original exhibit had noticed that, while the exhibit was mounted under the roof and on an inner wall of the museum walkway, exposure to the

weather over the intervening 28 years had taken a toll on the appearance of the museum display. We began investigating new methods now available for protecting exposed display materials and discussing various options available with manufacturers who handle materials for other museums with similar displays.

The existing display that the Idaho Humanities Council originally funded has been extremely successful and draws a regular audience, particularly during the festivities associated with the Wood River Valley's signature weekend, Wagon Days, held each year over the Labor Day weekend, and drawing huge crowds. The parade, featuring the ore wagons that are the heart of our museum, generates enormous interest in the wagons and draws people to see them parked in the street in front of the museum at the parade's end.

We are planning a re-dedication of the museum after the 2014 Wagon Days parade, to attract not only tourists and Idahoans from other towns, but also local residents, who may not be aware of the mining history of our valley. The Ketchum-Sun Valley Historical Society and the City of Ketchum, as well as the Wagon Days Committee, will all play a part in making this event a success.

In addition, the Ore Wagon Museum is a year-round attraction in our community, attracting interest that far exceeds one holiday weekend alone. Our goals are to draw more visitors to the museum, to make residents, students, and visitors aware of the many changes in the economic drivers that kept our valley vibrant through the decades. Newly arrived residents, and visitors who come here to play golf, hike, ski, visit art galleries, listen to concerts, or enjoy many of the other attributes of our valley are likely to be unaware of the fascinating chapters in our history that preceded their arrival. Expanding their knowledge of the history that made our valley what it is today, and sustained it over the subsequent centuries, provides a more comprehensive picture of where those museum visitors are, and why they might want to spend more time in our town, investigating the past that made their presence possible.

Our goal, which we feel is entirely achievable, is to have the refurbished exhibit produced and installed in time for Wagon Days 2014, with a ceremony and re-opening event held on that weekend, the Labor Day weekend. This event will be heavily promoted to attract maximum attention and will be featured in all the promotion material issued by the city and the Visitor's Bureau throughout the year ahead. As a kickoff and inaugural ceremony, it will bring new awareness to the museum and the exhibit that will continue to bring in viewers long after the weekend is over.

Project Materials

Describe any materials that will be produced by the project. Will you produce any brochures, booklets, tabloids, or other items? Explain how they will be distributed and used, both during the grant period and in the future. Be sure to budget for some extra copies to be sent to the Council.

We plan to produce a two-sided single panel brochure that will promote a visit to the Ore Wagon Museum, giving a description of what a visitor will find there, including not only the wagons themselves, but also the historical exhibit. A map directing visitors to the location will be included.

We will distribute these brochures to all locations that display local attractions, including but not limited to the Visitors' Center, Friedman Memorial Airport (and intermediate airports including Boise and Twin Falls), other museums and centers in the Wood River Valley, local shops and restaurants, and Ketchum City Hall.

We also be providing materials encouraging visits to the museum that can be included on the Visitors' Center website and those of the Cities of Ketchum and Sun Valley. These materials will be distributed by the Ketchum-Sun Valley Historical Museum staff and board members and costs for these items are not included in the budget for this grant, but will be covered by a grant from the City of Ketchum.

Controversy

Describe any possible controversial issues that might be raised in your project and describe how you intend to present a balanced program that avoids advocacy. NOTE: The Council believes that controversial issues should be

explored in many public humanities projects. However, IHC wants to be assured that the project directors are aware of potential controversies in particular projects and that they are prepared to present them in an even-handed, academically responsible manner.

As far as we can envision, there are no controversial issues related to this project.

Additional Comments

You may use this space to continue answers from above - please identify the question and add any additional comments here.

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Scholars and Resource Personnel

Humanities Scholars

List and describe the backgrounds of the key humanities scholars. Briefly state their credentials, institutional affiliation (if any) and, specifically, what role each will play in the project. Have you contacted the scholars and do they understand their role?

Arthur Hart served as the humanities scholar who guided the development of the display under our initial grant. We do not plan to alter the copy, photographs or other exhibit material that was developed and produced under his leadership, other than the addition of the one sentence mentioned above regarding the name of the mine in the photograph.

We have asked Sandra Hofferber, the Regional History Librarian of The Community Library in Ketchum, who worked with us on the original display, to review any copy developed for the brochure and web page under this grant. She has agreed to work on this project with us, as needed.

Resource Persons

List resource persons in the project (non-humanities scholar personnel), including their areas of expertise, and, where applicable, their special areas of expertise and institutional affiliation.

Evelyn Phillips and Norma Douglas were responsible for the development and production of the original museum display. They have agreed to work on the restoration of their original work under the auspices of the Quigley Map Studio.

Norma Douglas:

Ms. Douglas is a marketing consultant who developed and wrote the original exhibition copy for this project; selected the photographs, charts and other materials for the museum display; and worked in conjunction with Evelyn Phillips on the development and design of material for the existing Ore Wagon Museum display.

During ten years of experience in New York as the National Publicity Director of two of America's most respected publishing houses, Norma developed and supervised national marketing plans for books by many hundreds of authors. Since moving to Idaho, she has worked extensively for numerous businesses and nonprofit organizations including 12 years with The Wilderness Society as Outreach Director; and has served as director of two statewide ballot initiatives. She has served as Board Chairman of The Community Library in Ketchum; and on the boards of the Sun Valley/Ketchum Chamber of Commerce, and the Ballet Foundation. She works in conjunction with Evelyn Phillips in the development and creation of new signage for much of the display and mapping work listed below.

Ms. Douglas has also developed promotional material and handled public relations and political matters for many clients including Moritz Community Hospital; the City of Sun Valley; the Community Library; numerous nonprofit organizations and campaigns on a local and state level. She was recently involved in the

production of the National Geographic Society book "The Hidden Life of Wolves," and in developing extensive promotional materials and opportunities for the Idaho nonprofit organization Living with Wolves.

Evelyn Phillips:

Ms. Phillips is the proprietor of the Quigley Map Studio, and has extensive experience in preparing and completing numerous mapping projects including new signage for the Sawtooth National Recreation Area; maps and interpretive signage for the Blaine County Recreation District; the Wood River Trail and the Harriman Trail; the Idaho Conservation League's Pioneer Mountains/Craters of the Moon map; the Challis Chamber of Commerce's Challis Area Recreation Map; and the Bald Mountain Summer Trails map for the Sun Valley Resort.

She is currently preparing a series of interpretive signs for the Frank Church/River of No Return for the Salmon/Challis National Forest on the legacy of the Sheepeater native tribes (the Tuku-deka band of the Shoshone tribes) of the Middle Fork.

Ms. Douglas and Ms. Phillips worked in conjunction on the City of Hailey's Wertheimer Park Interpretive Exhibit for the rodeo and skateboard communities, housed in a new visitors' center at Hailey's gateway, and on numerous other projects locally, statewide and nationally.

Additional Comments

You may use this space to continue answers from above - please identify the question and add any additional comments here.

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Publicity and Evaluation

Publicity Plan

Describe your intended audience and your publicity plan. How many people do you anticipate attending (if applicable)? Is the project intended for the general public or is it specifically designed to reach an underserved or targeted Idaho population? How will you market it to this intended audience? Be specific in your publicity description, listing details for news releases, plans for posters and/or flyers, information about specific mailings to targeted groups, etc. (See sample publicity plan in guidelines.)

Our audience has been, and will remain, all visitors to the Wood River Valley and Central Idaho, school students, and all residents of Idaho, including local area residents.

We will distribute our new publicity flyers to

1. All schools in the valley to make teachers aware of the possibility of field trips.
2. To the Visitors' Centers in Ketchum and Hailey where we will make the staffs aware of the exhibit and to encourage tourism visits.
3. To hotel staffs throughout the valley and to the concierge of the Sun Valley Lodge to make their guests aware of the museum.
4. To all restaurants and shops and their staffs to make them aware of the exhibit.
5. To all local museums, including the Hailey Museum, and the Sun Valley Heritage Ski Museum, and the Wertheimer Rodeo and Skate Park Center in Hailey.
6. To the Friedman Memorial Airport and other intermediary airport locations in Boise and Twin Falls.

We will provide our web material, including photographs and captions, working in conjunction with

1. The Sun Valley Company for their use on their web site.
2. The Visitors' Center for use on their web site.
3. To any lodging facility for use on their web site.

The opening re-dedication of the newly refurbished exhibit will be scheduled for the Saturday of the Wagon Days Parade, and include a gala celebration of the museum display. The Wagon Days weekend activities are widely publicized by the City of Ketchum throughout the state, and calendars of events appear in numerous publications and on the websites of the Visitors' Bureau and the City of Ketchum, as well as on the sites of many local businesses, where events are actively promoted to residents, visitors and shoppers. Posters, programs and other promotional material is widely distributed in the months preceding the events and our rededication will be prominently mentioned in all materials, and on all radio and television outlets.

Docents who have been associated with the ore wagons, and their role in our community will be present to answer questions from the public during the weekend's activities, and the ore wagons themselves will be parked on the street outside the museum during the weekend for close examination by Wagon Days visitors and residents. These docents will provide services at no cost to the museum or the City of Ketchum, but will serve as volunteers.

We will certainly monitor the number of brochures delivered and taken from the venues listed above to determine interest in the exhibit, and, where possible, will determine the number of hits on web sites that feature our exhibit.

We will also encourage local and regional newspapers, magazines and radio stations to announce the rededication at the museum, and will track the number of visitors to the museum during the events held during Wagon Days.

There will be no costs related to travel, lodging or meals by organizers of the events or in production of the exhibit. All promotional and publicity activities will be handled by the staff and board members of the Sun Valley-Ketchum Historical Society and no funds requested under this grant will be used for this purpose.

Evaluation

Explain how you plan to evaluate the project. How will you evaluate the success of the project? Your evaluation will help you prepare the final report required by IHC at the conclusion of your grant period. (Major grants – over \$2,000 – also will be assigned an independent evaluator by IHC. Your budget should include as a cost-share expenditure any amount necessary to allow this person to attend your event – ticket costs, included meals, etc. IHC will pay the evaluator's honorarium and reimburse them for any travel-related expenses.)

The Ore Wagon Museum was designed to be accessible to the public 24 hours a day, seven days a week, year-round. The ore wagons themselves are always on view through huge glass windows, and the exhibit is mounted on a wall that is covered by the roof and protected by open archways between panels. This architectural design made it possible to have the wagons and the exhibit on display without having to hire an employee to staff the museum.

As a result, it is difficult to determine the exact numbers of visitors to the Ore Wagon Museum. (An early attempt to install a guest registry there was abandoned due to the exposure of the book to the weather, as there is no indoor access to the museum.)

The museum is located directly across the street from Ketchum City Hall and the city's main grocery market, leading a large number of visitors regularly visit the site. It is also one block from the newly developed and enormously popular city park located in the heart of Ketchum, on a heavily trafficked street, and has excellent signage both in front of the museum and on new directional signage just installed by the city to direct visitors to local attractions.

To enhance the expected audience for the planned Wagon Days dedication of the restored Ore Wagon Museum, we will repeatedly monitor the number of brochures taken from our distribution outlets to indicate potential interest, and will also monitor hits on the web sites where we will be providing materials on the new museum exhibit. There are numerous events during the day preceding the planned dedication of the new

exhibit and we will determine locations where we can pass out the new brochure to visitors and participants in the earlier events, encouraging them to attend.

We will certainly be extending an invitation to the evaluator for the opening ceremonies on Wagon Days, and will be counting the number of people in attendance at that event, and throughout the weekend. All expenses for meals for the evaluator will be covered by the Wagon Days Committee and the Ketchum-Sun Valley Historical Society. All events for the weekend are free, with no ticket costs involved.

Additional Comments

You may use this space to continue answers from above - please identify the question and add any additional comments here.

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Sponsoring Organization Information

Sponsoring Organization Description

Provide a short description of the sponsoring organization. Is the organization incorporated as a non-profit organization? If not, explain its structure. NOTE: All applicants must provide their DUNS number (under general cover sheet information). If you did not provide an address (street address, not PO Box) when you set up the account information, please include that address in this section.

The City of Ketchum is the sponsoring organization.
Box 2315
Ketchum, Idaho 83340
Attention: Sandy Cady, City Clerk

State Legislative District of Sponsor*

Choose from the drop-down options below to select the State Legislative District of the Sponsoring Organization. Please reference the [Idaho State Legislative website](#) to find your State Legislative District. We send letters to these representatives to let them know when the sponsoring organization (not the project director) is awarded a grant. Please take care to put the right district or the wrong individual will get the notification letter.

State Legislative District 26

National Congressional District of Sponsor*

Choose from the drop-down options below to select the Congressional District of the Sponsoring Organization. Please reference the [United States House of Representatives website](#) to find your Congressional Representative and their District. We send letters to these national representatives to let them know when the sponsoring organization (not the project director) is awarded a grant. Please take care to put the right district or the wrong individual will get the notification letter.

Congressional District 2

General Cover Sheet Information

Anticipated Cost Share*

Please enter anticipated cost share for this project. Must be at least equal to the IHC funds requested.

\$8,000.00

DUNS Number*

The federal government requires that all grantee organizations have a DUNS (Data Universal Numbering System) number. Please contact your administrative or grants office to get your DUNS number. This requirement does not apply to individuals. If your organization does not have a DUNS number, the following web page explains how to obtain one: www.whitehouse.gov/sites/default/files/omb/grants/duns_num_guide.pdf You can also acquire a DUNS number by visiting: fedgov.dnb.com/webform

100502439

Beginning date of project*

If you submit your application on January 15, your beginning date should be March 1. If you submit your application on September 15, your beginning date should be November 1.

November 1

Ending date of project*

The ending date should be the last day of the month following completion of all anticipated project activities. No activities may take place and no funds may be obligated after this date. However, you will have 90 days following this ending date to pay outstanding bills and submit final narrative and financial reports.

08/01/2014

Fiscal Agent

Please provide the name of the person assigned as fiscal agent for this project. MUST BE DIFFERENT THAN PROJECT DIRECTOR.

Ms. Sandy Cady, Ketchum City Clerk

Fiscal Agent Address

Provide the complete mailing address for the fiscal agent.

Ketchum City Hall
Box 2315
Ketchum, Idaho 83340

Fiscal Agent Phone Numbers

Provide the office and/or home phone number for the fiscal agent.

208/726-2315

Fiscal Agent Email Address

Provide the email address for the fiscal agent.

sandy@ketchumidaho.org

Grant Applications Submitted to IHC in last five years

List titles, amount, and year of all applications (awarded and rejected) submitted to IHC in the last five years.

None.

Budget

Budget Summary Form

Please right click and save the [Budget Summary template](#) to your hard drive, complete the form, save it, and then upload the completed form below. You must save the form to your hard drive, fill in the blanks, save it as a document, and then upload the completed and saved document to the application. The uploaded files will be attached to your application when you save it as a draft and/or submit the application. If you want to update the previously uploaded file, upload the most current file and it will over-ride the older version. Please make sure your documents are in a common readable format. Most evaluators will be using Microsoft operating systems with Word and Excel programs.

Ore Wagon Museum grant budget form.doc

Budget Narrative

There is no budget narrative form. You should prepare a narrative in Word (or create a pdf if using another program), and then upload the document here. The narrative should be numbered according to the Budget Categories on the Budget Form, describing the detailed breakdown of all items, and demonstrating clearly how each item is calculated. For more detailed instructions about each category, see Budget Narrative Details in the guidelines. The uploaded files will upload when you save as a draft and/or submit the application. If you want to update the uploaded file, upload the current file and it will over-ride the previous one. Please make sure your documents are in a common readable format. Most evaluators will be using Microsoft operating systems with Word and Excel programs. PDFs are readable as well.

KETCHUM ORE WAGON MUSEUM Budget Narrative.docx

Supporting Documents

You may upload **optional** supporting documents using the upload buttons below. If you have more than four documents, please combine them and upload using the four buttons available. The uploaded files will upload when you save as a draft and/or submit the application. If you want to update the uploaded file, upload the current file and it will over-ride the previous one. Please make sure your documents are in a common readable format. Most evaluators will be using Microsoft operating systems with Word and Excel programs.

Supporting Document 1

OreWagonMuseum_DesignEditProd_BID.pdf

Supporting Document 2

Est_070111485_from_Windy_City_Arts_Inc_5844 -5-.pdf

Supporting Document 3

[Unanswered]

Supporting Document 4

[Unanswered]

File Attachment Summary

Applicant File Uploads

- Ore Wagon Museum grant budget form.doc
- KETCHUM ORE WAGON MUSEUM Budget Narrative.docx
- OreWagonMuseum_DesignEditProd_BID.pdf
- Est_070111485_from_Windy_City_Arts_Inc_5844 -5-.pdf



**IDAHO HUMANITIES COUNCIL
BUDGET SUMMARY FORM**

Grant Type X Major _____ Mini _____ Teacher Incentive _____ Planning _____

Grant Title Ketchum Ore Wagon Museum Restoration and Enhancement

Requested Grant Amount \$ 2,906 (round to nearest dollar)

Anticipated Cost Share \$ 8,000 (must be at least equal to IHC Request)

For each line item, enter whole-dollar amounts, rounding any fractions to the nearest dollar.

BUDGET CATEGORIES	IHC GRANT FUNDS	COST-SHARE	TOTAL
1. Salaries & Wages	-0-	5,925	5,925
2. Fees & Honoraria	-0-	200	200
3. Travel & Per Diem	-0-	-0-	-0-
4. Supplies & Postage	-0-	50	50
5. Promotion	-0-	50	50
6. Facilities & Equipment	-0-	-0-	-0-
7. Printing & Copying	-0-	1,775	1,775
8. Other	2,906	-0-	2,906
9. Subtotal of Project Costs			
10. Indirect Costs***			
TOTAL PROJECT COSTS	\$2,906	\$8,000	\$10,906

IHC may trim requests and/or attach conditions to any grant it awards, and may choose not to fund indirect costs.

List all other possible sources and amounts of cash income for the project.

CONFIRMED		POTENTIAL	
Source	Amount	Source	Amount
City of Ketchum	\$8,000		
_____		_____	
_____		_____	
_____		_____	

See Budget Narrative Details for More Information

*****Indirect Costs:** Some organizations might wish to claim indirect costs. Indirect costs are those costs incurred by organizations that are not easily identified as specific to a project. Typical examples are allowances on buildings and equipment, the costs of operating and maintaining facilities, and general (non-project) administration expenses. Indirect costs may be included as cost-share.

Organizations without federally negotiated indirect cost rates are not eligible for support fo indirect costs. If an organization has a federally negotiated indirect cost formula, it may request no more than 10% of that amount from IHC. The remaining 90% is to be

included in the budget as cost-share. Applicants who wish to claim indirect costs should include in the budget narrative some verification of their formula by an appropriate federal agency. (See budget instructions for more information.)

NOTE: Grantees are required to submit a final report, summarizing all expenditures for the project (both IHC and cost-share). Reporting forms and instructions are sent with approval packets. Grantees are required to keep all supporting documentation for both IHC and cost-share expenditures – bills, sales receipts, cost-share documentation – for at least three years after the date the final report is submitted. In the event of an audit, these records must be made available upon request by IHC's or NEH's auditor.

KETCHUM ORE WAGON MUSEUM DISPLAY RESTORATION AND ENHANCEMENT

BUDGET NARRATIVE

1. Salaries and Wages

Both Evelyn Phillips and Norma Douglas are self-employed independent contractors, and not on the payroll of the City of Ketchum or any other entity involved with this project. The cost of their participation is detailed in the bid attached here from the Quigley Map Studio for their work on the museum restoration, and do not include any funds for benefits or other ancillary costs.

All costs incurred by Ms. Phillips and Ms. Douglas are covered by the cost-share funds provided by the City of Ketchum and not by the Idaho Humanities Council grant proposed here.

2. Fees and Honoraria

The \$200 honorarium listed in this budget has been requested by The Community Library of Ketchum in return for the services to be provided by Ms. Sandra Hofferber, the Regional History Librarian of the Regional History Library, a division of The Community Library. These funds will be covered by the cost-share funds provided by the City of Ketchum and not by the Idaho Humanities Council grant proposed here.

3. Travel and Per Diem

As all parties involved in this application live in the community, there will be no costs related to travel, lodging or meals by organizers of the events or in production of the exhibit, including any costs related to the installation of the exhibit, which is covered by the Windy City bid attached here.

4. Supplies and Postage

Any minimal costs for supplies or postage generated by this project will be covered by the City of Ketchum, and not by the Idaho Humanities Council grant proposed here.

5. Promotion

All promotional and publicity activities will be handled by the staff and board members of the Sun Valley-Ketchum Historical Society. Any minimal development and production costs will be borne by the City of Ketchum cost-share, and no funds requested under this grant will be used for this purpose.

6. Facilities and Equipment

Neither rental of office space nor equipment will be involved in the project covered by this grant application.

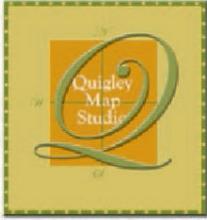
7. Printing and Copying

The costs of designing and printing the one-page flyer for the restored museum, and any incidental copying will be covered by the cost-share funds provided by the City of Ketchum and not by the Idaho Humanities Council grant proposed here.

8. Other

After examining bids from competing companies, we are here submitting the bid from Windy City, covering printing and laminating the new museum signs on weather-resistant material, which includes installation of these signs at the museum. This is the sole cost associated with this project covered by this grant application to the Idaho Humanities Council.

THANK YOU FOR YOUR CONSIDERATION!



QUIGLEY MAP STUDIO

EVELYN B. PHILLIPS
P. O. BOX 864, HAILEY, ID 83333
T 208.788.3496 • C 208.720.7278
www.quigleymapstudio.com

ESTIMATE

DATE: April 29, 2013

CLIENT:

CITY OF KETCHUM

Summer
2013

Design and Production Bid for Exhibit Renovation/Enhancement for Ketchum's ORE WAGON MUSEUM

Collect images for all (from The Community Library and the Idaho State Historical Society and others; color correct and resize if needed. (est. 16 hours @\$75/hour) \$ 1,200.00

Scan Wood River Mining Map, color correct, add relief; add color overlays to mining claims; replace type with new to make more readable. (est. 5 hours @\$75/hour) \$ 375.00

Print copy of Fast Freight Ledger (we have a negative only) digitize and clean up, darken type etc. to make more readable. (est. 3 hours @\$75/hour) \$ 225.00

Scan illustrations and recreate Mining and Smelter diagrams, add type (est. 3 hours @\$75/hour) \$ 225.00

Scan text for all panels, from pictures, correct and enlarge to scan as OCR and convert to Word for editing. (est. 6 hours @\$75/hour) \$ 450.00

Redesign master panel for all panels, create seven new panels and new title plate according to new design; add edited type; send proofs; revise and make changes; finalize and send final pdfs for output. (est. 30 hours @\$75/hour) \$ 2,250.00

Text rewriting, editing and proofing, with review of overall design and research on sign production methods for final output. (16 hours @\$75/hour) \$ 1200.00

DESIGN, TEXT EDITING AND PRODUCTION
Total estimated time - 79 hours @ \$75/hour \$ 5,925.00



Custom Signcraft & Graphics

208-788-7446

208-788-8490 FAX

sign@windycitysv.com

P O Box 3661
Hailey, ID 83333

Estimate

Date	Estimate #
5/24/2013	070111-485

Ore Wagon Museum
Wendy Jaquet
720-0968
Evelyn Phillips
720.7278

Project

Item	Description	Qty	Cost	Total
Sign	Museum Signs ~ 42" x 48", Premium Printed Vinyl, Laminated & Mounted to 1/4" Dibond, Rounded Corners, Single Sided	6	368.75	2,212.50
Sign	Museum Signs ~ 30" x 48", Premium Printed Vinyl, Laminated & Mounted to 1/4" Dibond, Rounded Corners, Single Sided	1	292.50	292.50
Hardware	Z-Bar Mounting Materials	7	27.00	189.00
Installation	Installation	2.5	65.00	162.50
Receive and Proce...	Print ready Files		50.00	50.00

Thank you for the opportunity to quote. I look forward to doing business with you. Troy	Subtotal	\$2,906.50
	Sales Tax (6.0%)	\$0.00
	Total	\$2,906.50

If this is agreed, please sign and fax back to us. If changes need to be made, please indicate. Thank you.



**SPECIAL MEETING OF THE KETCHUM
URBAN RENEWAL AGENCY
OCTOBER 21, 2013**

Commissioners present: Chairman Mark Eshman
Commissioner Michael David
Commissioner Tim Eagan (by phone)
Commissioner Randy Hall
Commissioner Trina Peters
Vice-Chairman Trish Wilson

Commissioners absent: Commissioner Jim Slanetz

Also present: Executive Director Gary Marks
Attorney Stephanie Bonney
Ketchum Community and Economic Development Director Lisa Horowitz
Recording Secretary Sunny Grant

1. This Special Meeting of the Ketchum Urban Renewal Agency was called to order by Chairman Mark Eshman at 12:04p.m. at City Hall, Ketchum, Idaho.

2. Communications from the Board of Commissioners

Commissioner Trina Peters discussed updating the KURA website with Ketchum Special Projects Manager Lisa Enourato and keeping it more current. They also plan to prepare a KURA Annual Report to present user-friendly budget information, a summary of accomplishments over the last 12 months and proposed projects in the next year. The Annual Report will be published and available online.

Commissioner Trish Wilson said Ketchum reportedly has 120 housing units compared to Aspen's 2,000 units. Ketchum doesn't aspire to be Aspen, but the huge disparity indicates that Ketchum has a lot of work to do.

3. Comments from the Public

- Ben Worst said the Twin Falls Urban Renewal Agency has succeeded in bringing several large companies to Twin Falls, including Clif Bar. He asked what the KURA was doing to bring business to Ketchum. Chairman Mark Eshman said it was unfair to compare Twin Falls to Ketchum. Twin Falls has a lot of affordable housing, a better airport, infrastructure and the help of the State of Idaho. Ketchum is also talking to different kinds of businesses and non-profit organizations; and there are potential proposals in discussion. Ketchum CED Director Lisa Horowitz added that Ketchum's Light Industrial District is being reevaluated.
- Phyllis Shafran said a lot more people live in Aspen, and suggested a legitimate comparison. CED Director Lisa Horowitz said she would present a comparison chart at the next URA meeting.

4. Possible consideration of a Purchase and Sale Agreement regarding a Land Exchange of property owned by the Urban Renewal Agency located at 211 E. First Street, Ketchum, Idaho.

- Roxanne Jensen, resident in the Cimarron Building across from the proposed project, supported the project. Jensen said she was a retired North Dakota state legislator and former administrative officer for several organizations. She loves the Ketchum community and environment, but there is disparity between wages and living expenses which has an effect on the workforce. Ketchum has to provide affordable housing.
- Phyllis Shafran expressed concern about the land exchange because the URA is trading a piece of property in the community core with no restrictions other than zoning, for a piece of property that has lots of "ifs". The property in the core is worth so much more than the [Second Avenue North] property, which may not even get tax credits for low-cost housing.
- Annie Kaiser said she was definitely in favor of community housing, but is concerned about increased traffic, ingress and egress around the new project parcel; and also losing parking on the First Street property if housing is developed on the site.
- Anne Corrock expressed concern that the land exchange waives the housing requirement for the 211 property. If tax credits are not achieved, there won't be housing on the new lot.

Chairman Eshman said if all contingencies are met, the URA will be able to get more units on the new property than on the 211 property, which will result in more housing in Ketchum. If the developer is unable to achieve tax credit financing, there are other ways to finance affordable housing.

Ketchum Community Development Corporation Executive Director Jon Duval said 9% tax credits are the most efficient way to build the most units; but there is also a 4% tax credit bond which is non-competitive. The project

can also be privately developed. The 211 property is too small to work with the 4% tax credit bond or as a private development; and the cost per unit is also more expensive to develop due to its location and the size of the parcel. The Second Avenue North application has a better chance at approval because there's at least three more units and some bigger units with more bedrooms; the project has adequate parking; and the building doesn't have to be four stories with an elevator and interior access to the units.

- Phyllis Shafran asked how the Second Avenue North property could be exchanged for the First Street property with no restrictions.

CED Director Lisa Horowitz said the Purchase and Sale Agreement would go to the Ketchum City Council, who can decide if the additional housing units on the new property offsets the number of housing units that would be required of a developer on the First Street property. A developer of the First Street property can't do a four-story building unless it's 100% affordable housing or a hotel. All zoning restrictions on the land continue, with the exception that the developer gets a credit for the required affordable housing if the development actually requires affordable housing.

Commissioner Randy Hall said the First Street property can't be used for the purpose for which it was purchased, so the URA is trying to trade it for a property that can produce affordable housing. The First Street property is a very valuable asset that can't do what it was intended to do. The Ketchum City Council is still the decision-maker if the URA decides this is a reasonable option to present.

Chairman Eshman requested the Purchase and Sale Agreement be amended to include a deadline date for response.

Commissioner Trina Peters moved to approve the Purchase and Sale Agreement as presented in Attachment 1 to the Board packet, as amended to require a response from the other party within 10 business days.

Motion seconded by Commissioner Trish Wilson, and passed unanimously.

5. Consent Calendar

- a. Approval of minutes from the September 16 and September 30, 2013 URA Board meetings**
- b. Recommendation to approve current bills**

Chairman Eshman confirmed that there are two debt service payments in the current bills—one for principal and one for interest.

Commissioner Randy Hall moved to approve the Consent Calendar, seconded by Commissioner Michael David. Motion passed unanimously, with Commissioner Trish Wilson recused since she was not present at the September 16 meeting.

6. EXECUTIVE SESSION

Chairman Mark Eshman moved to go into Executive Session to discuss land acquisition, pursuant to Idaho Code §67-2345 1(c) at 12:33p.m., seconded by Commissioner Trina Peters. Roll call: Commissioner Michael David yes, Commissioner Randy Hall yes, Commissioner Trish Wilson yes, Commissioner Trina Peters yes, Commissioner Tim Eagan yes, and Chairman Mark Eshman yes. Motion passed unanimously.

7. ADJOURNMENT

Commissioner Michael David moved to adjourn at 1:02 pm. Motion seconded by Commissioner Trina Peters, and passed unanimously.

MARK ESHMAN,
Chairman

ATTEST:

SANDRA E. CADY, CMC
Secretary/Treasurer

Report Criteria:

Invoices with totals above \$0 included.

Paid and unpaid invoices included.

[Report].GL Account Number = "9610000000"- "9844109930"

Vendor Name	Invoice Number	Description	Net Invoice Amount
URA DEBT SERVICE FUND			
URA DEBT SERVICE EXPENDITURES			
96-4800-4200 PROF.SERVICES-PAYING AGENT			
US BANK	3499555	Trustee- Urban Renewal Agency of Ketchum	1,500.00
Total URA DEBT SERVICE EXPENDITURES:			1,500.00
Total URA DEBT SERVICE FUND:			1,500.00
URBAN RENEWAL AGENCY			
URBAN RENEWAL EXPENDITURES			
98-4410-2500 HEALTH INSURANCE - CITY			
STARLEY-LEAVITT INS. AGENC	407921	Administration & Consulting Fees	4.05
98-4410-2505 HEALTH REIMBURSEMENT ACCT(HRA)			
NBS-NATIONAL BENEFIT SERVI	CP-0113672	October HRA Claims	112.14
98-4410-2515 VISION REIMBURSEMENT ACCT(HRA)			
NBS-NATIONAL BENEFIT SERVI	CP-0113672	October HRA Claims	1.00
98-4410-3100 OFFICE SUPPLIES & POSTAGE			
US BANK	10/25/13	URA Meeting Lunch	132.83
98-4410-4200 PROFESSIONAL SERVICES			
GRANT, SUZANNE	102113	URA Minutes 10/21/13	37.50
MOORE SMITH BUXTON & TUR	45233	1536-03 - General (URA)	3,536.48
NBS-NATIONAL BENEFIT SERVI	432607	HRA Admin Fees	3.06
RED SKY PUBLIC RELATIONS	9950	KURA Planning	750.00
SUN VALLEY YOUTH HOCKEY	111313	Christmas Wreaths	291.18
98-4410-4400 ADVERTISING & LEGAL PUBLICATIO			
EXPRESS PUBLISHING, INC.	2196-10/13	Account 2196	196.56
98-4410-4900 PERSONNEL TRAINING/TRAVEL/MTG			
MARKS, GARY	101713	RAI Travel Expenses	149.08
98-4410-7118 DOWNTOWN TRANSIT CENTER			
MOUNTAIN RIDES	12	Transportation Hub	50,000.00
Total URBAN RENEWAL EXPENDITURES:			55,213.88
Total URBAN RENEWAL AGENCY:			55,213.88
Grand Totals:			56,713.88